

Full Service Advertising Agency for Banks, Financial Institutions, Agriculture, Governments and the Outdoor Industry



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CEOCFO: Mr. Sivertsen, what is Epicosity?

Mr. Sivertsen: Epicosity is a full service advertising agency based in Sioux Falls, South Dakota.

CEOCFO: Who are you working with?

Mr. Sivertsen: Primary industries that we service is finance, agriculture, government and the outdoor industry.

CEOCFO: Was this opportunistic or deliberate?

Mr. Sivertsen: Our industries have been very deliberate. We spend a lot of time interacting and investing time and energy, learning about the industry that we can really be a leader and provide our clients with the best possible strategy within those segments.

CEOCFO: What are some segments where that expertise has made a difference?

Mr. Sivertsen: When you think about the marketing world today, there are many changes that are going on. One thing that we have been able to do is bring a lot of new technology to banks and financial institutions that they were not currently using. When it comes to the social aspects of getting their message out and bringing their real attitude and who they are internally to the forefronts, that has something that we have spend a lot of time on and also keeping up on trends. When you think about the banking industry, there are many changes not only done to their strategy from a marketing standpoint but also internally. What does the bank look like and how does it function? Do you have tellers behind counters or more of a virtual environment?

I was investing in traveling to conferences to learn about the stuff to help us to be that top leader. In addition, when it comes to bringing web technologies, especially to the outdoor industry, we have helped our clients get into the today's age and also bring that technology and tactics to each one of the industries.

CEOCFO: Do you find that the outdoor industry has been more behind the times than others?

Mr. Sivertsen: In certain aspects, yes. When you think about the tech space, they are using many of the cutting edge tactics, but when you get into some of the other industries, they are slower to adopt some of those new technologies and some of the tactics. I think there is opportunity to help raise the bar in the outdoor industry and we have been able to do some of those things.

CEOCFO: How do you stay on top of trends, changes, technology, and how do you put all the components together when you are creating a campaign for your client?

Mr. Sivertsen: There are a number of publications and information out there that is readily available. Just being able to sift through where we feel like is value to our clients is important. We do a lot of traveling for the industries that we serve but also traveling to conferences that are specifically about marketing. Engaging with thought leaders and networking with the best in class in the marketing world has been helpful for us. We created a culture and environment here where we very collaborative. We also have a great focus on trying to stay in front of those trends. I think the culture we have adopted here at Epicosity is to make sure that we are constantly focusing, evolving and changing. If you sit still in this industry, you become irrelevant really quickly.

CEOCFO: Would you tell us about the Epicosity meter?

Mr. Sivertsen: The actual definition of Epicosity in the Urban Dictionary is the measure of one's "epicness." When we look around at our clients and what we are doing for them, we think of epic as is something that is large, exciting and also

mainstream. We have the meter to look around at daily examples in history and today of what is happening and we ask what the measure is of that “epicness” and how much they get out, interact with people and engage. That was just a fun little things that we did that takes everyday things and rates them.

CEO CFO: Are you typically working with clients on a long term basis or is it more project by project?

Mr. Sivertsen: Our model has shifted from a lot of project based work that we have done for years to more of being a strategic partner for our clients. Certainly there are short teams that we have to try to accomplish but it is a lot of focus now for us and our agency in the long term. Although information happens in a second today, it still all plays into a strategy that has to be beneficial to a brand long term. It is a lot of long term planning, things that take years to develop and changing the perception if that is what the client wants, of what their brand means to the marketplace.

CEO CFO: What are the advantages today of being in South Dakota? Does it matter today where you are?

Mr. Sivertsen: In some ways yes, and some ways no. South Dakota is a great state to own a business. There is very low cost of living. Also, Sioux Falls is a very fast growing community that is very progressive and it is a great environment to own and operate a business. The fact that geographic distance does not matter nearly as much as it used to. We have clients in four different countries in 22 different states. That is done from not only just face to face time but also digital technology and video conferencing has been part of staying connected with our clients and making sure that we are keeping on track with what their goals are.

“When people look for Epicosity, they are looking for a digital company that has all the brand building expertise and capabilities that they would need... Storytellers with the digital edge is the way we sum that up.” - Eric Sivertsen

CEO CFO: If someone is looking for a new agency or experience, how would they find Epicosity?

Mr. Sivertsen: There are the traditional agencies that are very good at brand building and building that emotion behind the brand. Then there are straight digital companies who are not as interested in the brand development but have the reach of today’s media. When people look for Epicosity, they are looking for a digital company that has all the brand building expertise and capabilities that they would need. I think too many times in the digital realm, they do not really think about the long-term ramifications of what a brand needs to do. When people are looking for agencies like us that is really where we have found our sweet spot. Storytellers with the digital edge is the way we sum that up.

CEO CFO: What are the challenges you find working with government?

Mr. Sivertsen: You have to know regulations, many different things and also how to get a message out to the public that is very important. Sometimes there are different opinions on that particular topic. Working with the government requires knowledge of regulations and public perception. Trying to get new technology in there is a challenge, as sometimes they are slow to adapt to some of those new things because they just cannot change or their budgets do not allow it. It is also thinking what to do with that government agency and how to reach the masses with sometimes not the full capabilities that we do with more of the private sector.

CEO CFO: What surprised you as Epicosity has grown and evolved?

Mr. Sivertsen: It has always amazed me how much our team has evolved and shaped the culture. Usually the owners set the pace but since we give our employees so much say, it has been amazing how they have really touched and molded what Epicosity means to clients and to us. That has been a surprise and a joy to me.

CEO CFO: What is next?

Mr. Sivertsen: As we have looked at our grown strategy, we are a great company and have a lot of momentum but we want to stay true to our values which is studying more and becoming more entrenched in the industries that we serve. There is always room and expansion. I think that there are many things that as traditional media starts to become less relevant and we look towards the future, there are going to be many more changes to come down the pipelines. Our agency’s success is really pensioned upon us being able to stay on that cutting edge of digital technology and root ourselves into what our clients need in each one of the industry segments that we service.

CEO CFO: Why choose Epicosity?

Mr. Sivertsen: Storytellers with a digital edge is the best way to sum it up. There is a lot of void in the marketplace, so we are really dedicated to our clients and focused on making sure that what we do actually provides return on investment. I was a business major, so I focused on the business sides of things that really provide that. Clients that come to us say they want to grow and they want us to tell them do that. We have been able to do that time and time again with great success.